

Wilmington, NC DTV Transition (September 12, 2008) Overview of DTV Calls

Wilmington, NC Transition Calls from Fifth Day Overview/Analysis of Wilmington Transition Test DTV Calls

Category	Count
CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION	
They were not aware of the switch to DTV	0
They were unaware of the correct transition date	2
They did not think the stations they watch would switch to digital	3
Subtotal:	5
CONSUMERS WHO WERE AWARE BUT DID NOT ACT	
They forgot to upgrade	2
They were unable to attain assistance to upgrade	1
They relied on another member of their household to upgrade	0
They waited too long to buy or set up a digital set or a converter box	1
They were out of town or too busy or knew they could do it later	0
Subtotal:	4
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM	
A coupon did not arrive in time	1
Wanted coupon or had not received coupon from NTIA	18
The retail store was out of boxes	1
Subtotal:	20
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES	
Setting up converter boxes was too hard	2
They didn't understand the instructions for the digital set or the converter box	3
Their converter box "didn't work"	3
Subtotal:	8
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS	
Their antenna didn't work or they have no antenna or their antenna wasn't connected	26
Problem with channel or call sign	3
Weak or spotty signal	5
Subtotal:	34
CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS	
Problem with channel or call sign	42
Subtotal:	42
OTHER PROBLEMS	
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	7
They thought all their sets were hooked up to cable or satellite	1
They were waiting for cable or satellite installation	0
Wanted DTV consumer information sent to them	0
Subtotal:	8
Total	121